

Meeting	Topic	Score	Comment
Natural/Cultural Resources & Growth Management			
Billings	1a Sustain	6	Unmanaged Recreation
Billings	1a Sustain	14	Environmental degradation
Bozeman	1a Sustain	10	Preserve natural resources
Bozeman	1a Sustain	5	Sustainability of natural resources
Bozeman	1a Sustain	3	Preserve & maintain open space
Butte	1a Sustain	23	Maintainence & protection of habitat to attract tourism
Butte	1a Sustain	14	Increased competition by users for limited recreational resources
Great Falls	1a Sustain	10	Water - Uses, abuses, lack of water, lack of enforcement & adjudication
Great Falls	1a Sustain	5	Lack of resources to maintain Montana's national resources
Great Falls	1a Sustain	5	Opportunity to mitigate environmental & social costs of tourism
Great Falls	1a Sustain	12	Planning to maintain Environment
Kalispell	1a Sustain	3	Too many #'s - in order to protect & preserve -
Kalispell	1a Sustain	15	Proper management of natural resources
Kalispell	1a Sustain	5	Development of open space
Kalispell	1a Sustain	7	Protecting roadless/wilderness areas
Missoula	1a Sustain	2	More resource protection rules
Missoula	1a Sustain	4	Preserve vs. Conserve (outline a description/explanation - multi-use)
Missoula	1a Sustain	40	How to manage our natural resources for use & protection in the future
Missoula	1a Sustain	1	Degradation of resources
Missoula	1a Sustain	0	Spread out or concentrate use as appropriate
Missoula	1a Sustain	13	Exploiting Montana Natural Resources
Missoula	1a Sustain	22	Acceptable Mgt. Strategies to manage use of rec resources for quality experience (Blackfoot River, Poker Joe Fishing Access)
Missoula	1a Sustain	9	Tourism Industry get politically active to protect unique wildlife and open space that is unique to MT (conservation easements, Rocky Mtn Front)
Wolf Point	1a Sustain	2	Low water in Fort Peck Reservoir
Missoula	1b Scenic	9	MT resident are taking the state for granted and not taking care of it (litter, etc.)
Bozeman	1c Herit/Cult	9	Historic preservation
Butte	1c Herit/Cult	5	Ineffective historic preservation ordinances (town, city, state)
Butte	1c Herit/Cult	5	Loss of industries which have attracted tourists to MT (ranching, logging, mining) (and individuals who can "tell the story")
Kalispell	1c Herit/Cult	8	Importance of arts/culture in tourism
Missoula	1c Herit/Cult	9	Local Heritage tourism plan & local natural resource tourism plans are created - create these plans
Bozeman	1d Access	4	Public land access (improve)
Kalispell	1d Access	6	Privatization of Montana (i.e. private landowners limiting access to open space, rivers, etc...)
Kalispell	1d Access	4	Public & Private land closures & restrictions
Missoula	1d Access	10	Need more public access to natural resources
Missoula	1d Access	4	Reverse public agency policies that close recreation facilities (snowmobiling in Nat'l parks)

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Missoula	1d Access	19	Public & private lands closures & restrictions	
Wolf Point	1d Access	19	Fort Peck Lake low levels & lack of Missouri River access have a negative impact on tourism	
Billings	1e Trails	6	More off-highway vehicle use on managed trails on public lands	
Butte	1f MT QOL	18	Retain quality of life & resource protection	
Great Falls	1f MT QOL	21	How does Montana develop and improve the quality of its tourism product & services and maintain our unique character - to avoid generica	
Kalispell	1f MT QOL	17	Identify what makes MT great & preserve it from becoming "homogenized"	
Kalispell	1f MT QOL	6	Montana becoming Generica	
Kalispell	1f MT QOL	17	Keeping small/quaint but still progressive	
Missoula	1f MT QOL	0	Change in values of new MT residents	
Missoula	1f MT QOL	4	Support programs that keep MT communities unique	
Butte	1h Growth	10	Urban sprawl	
Kalispell	1h Growth	0	urbanization of prime destinations	
Kalispell	1h Growth	0	Growth without planning	
Kalispell	1h Growth	7	Growth planners need to balance growth infrastructure & environment	
Kalispell	1h Growth	3	Sprawl, billboards, clutter, etc. as detracting elements	
Kalispell	1h Growth	8	Too much building, sprawl turning us into just another ski town - exp. Trophy homes without emphasis on natural resources ... will lose the reason people are coming here)	
Kalispell	1h Growth	6	Selling & subdividing of MT ranches & farms	
Kalispell	1h Growth	16	Repeat Visitors report decline in MT attractiveness (20% say not as attractive ... scenic qualities, sprawl, generica)	
Missoula	1h Growth	17	No local adopted plan or program for resource protection & tourism (city/county)	
Missoula	1h Growth	13	Planning development to keep resources that attract residents & visitors	
Missoula	1h Growth	10	Work with local agencies to plan for growth	
Wolf Point	1h Growth	5	Visitors are buying-up properties; land & houses; how to support?	
Funding				
Butte	2a Bed Tax	20	Bed tax - maintain and get more	
Great Falls	2a Bed Tax	26	Selective tax for our industry (bed tax) is not being used for its intent	
Kalispell	2a Bed Tax	26	Protect Bed Tax 4% for tourism marketing & promotion	
Kalispell	2a Bed Tax	13	Money from Bed tax to general fund	
Kalispell	2a Bed Tax	5	Bed Tax - Designate all \$ for promotion & infrastructure	
Missoula	2a Bed Tax	8	Not enough \$\$ being spent on promotion (new tourists) get new 3% tax out of general fund	
Billings	2b More \$	8	Larger advertising budget for Travel Montana	
Billings	2b More \$	16	Dwindling marketing funds	
Butte	2b More \$	0	Lack of funding for CVBs and Chambers	
Butte	2b More \$	10	Money for tourism promotion	
Great Falls	2b More \$	30	Not enough promotion \$\$ to effectively promote Montana's tourism	
Great Falls	2b More \$	1	How does tourism industry in Montana work with legislature to maintain/grow total pot of promotion development funds	
Great Falls	2b More \$	12	More equitable funding of tourism Promotion	

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Great Falls	2b More \$	27	Adequate Funding for Tourism
Kalispell	2b More \$	10	Lack of funding for tourism promotion
Kalispell	2b More \$	11	MT tourism budget not competitive
Missoula	2b More \$	19	Funding State/Fed/Local Tourism Strategies
Missoula	2b More \$	13	Lack of in-state promotion/funding
Missoula	2b More \$	1	More recycling facilities - use \$ for tourism
Missoula	2b More \$	5	Stakeholders provide funding needed to achieve the strategic plan ... make the investment to succeed
Bozeman	2c Sales Tax	0	Taxes; sales and/or local option (explore options & find difference between conjecture & reality)
Great Falls	2c Sales Tax	29	Need broad based sales tax to increase state revenue to fund: Tourism/Recreation Industry/Marketing & environmental preservation
Missoula	2c Sales Tax	4	Enact a state sales tax
Billings	2d Infra \$	13	Insufficient funding for tourism facilities and services
Billings	2d Infra \$	11	More dollars for mitigating land impacts from recreation... Maintenance!
Billings	2d Infra \$	15	Deteriorating infrastructure
Butte	2d Infra \$	5	Money/funding for infrastructure
Butte	2d Infra \$	7	Park funding
Great Falls	2d Infra \$	1	Maintenance backlog on recreational facilities
Great Falls	2d Infra \$	13	Lack of funding for staffing VICs, info centers, Museums
Kalispell	2d Infra \$	4	Annual decrease in NPS budget while entrance fees increase and services are not improved (concession contracts are not renewed.)
Kalispell	2d Infra \$	5	O & M funding of local, state & Federal public infrastructure
Kalispell	2d Infra \$	4	Lack of Financial support from tourism
Missoula	2d Infra \$	3	Struggle to fund mgmt and maintenance of natural & cultural resources
Billings	2e Tax Dist'n	13	Restrictive TAC regs that affect region/CVB effectiveness
Billings	2e Tax Dist'n	4	Conflicting opinions re: tourism funding between rural and urban
Bozeman	2e Tax Dist'n	12	Invest limited marketing dollars more effectively to maximize results (bed tax \$\$)
Bozeman	2e Tax Dist'n	12	Tax reform
Butte	2e Tax Dist'n	0	CVB dollars available and equitable
Butte	2e Tax Dist'n	5	Unequitable tax base
Great Falls	2e Tax Dist'n	12	Second home owners are not contributing a fair share
Missoula	2e Tax Dist'n	7	Legislation and how bed tax is spent
Missoula	2e Tax Dist'n	14	Create tax structure that can provide communities a direct benefit from tourism (resort tax or other)
Missoula	2e Tax Dist'n	12	Use more of bed tax to promote
Missoula	2e Tax Dist'n	9	Use tourism for info development & tax reform
Wolf Point	2e Tax Dist'n	24	Education on area tourist attractions for residents is needed & is permitted with bed tax funding

Transportation

Billings	3a Air	4	Shrinking airlines into Billings and Montana in general
Billings	3a Air	2	Limited airline transportation
Bozeman	3a Air	3	Airline Access; need more seats/flights; affordable
Bozeman	3a Air	0	Networking of airlines; need to increase

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Bozeman	3a Air	0	Cost of air fares
Bozeman	3a Air	10	Visitors - access to Montana
Bozeman	3a Air	12	More & lower priced air service
Butte	3a Air	7	Airline service (increase) & make affordable
Butte	3a Air	3	Access to Montana (improve)
Butte	3a Air	0	Keeping people educated on flights throughout the state
Great Falls	3a Air	11	Limited air schedules impact mobility to and around MT
Great Falls	3a Air	5	Limited airline capacity
Great Falls	3a Air	7	Decrease air transportation costs/incentives for lower-fare airlines to come into market
Great Falls	3a Air	9	Expense of air travel
Kalispell	3a Air	0	Air travel within Montana i.e.: Big Sky Air
Kalispell	3a Air	15	Difficult & costly air access - inadequate seat availability
Kalispell	3a Air	25	High air fare costs & lack of seats (overall poor service - need ore flights from target markets)
Kalispell	3a Air	14	Lack of affordable airline seats
Missoula	3a Air	11	Affordability and accessibility of airline transportation
Missoula	3a Air	5	Get more airlines serving all areas of MT
Missoula	3a Air	6	To help improve air service to MT promote to areas where people have to fly from (INTL, major markets)
Wolf Point	a/b/c	20	Transportation; bigger airport/Teddy Roosevelt Expressway/Four for Two/Amtrak
Great Falls	a/b/c/d	24	Transportation - Improvement (all aspects needed)
Missoula	a/d	8	More airlines serving Missoula and more mass transit serving the state
Missoula	a/d	12	Travel options improved for out-of-state-Improved in-state travel options (non-auto)
Great Falls	3b Roads	8	Lack of port access/northern border
Kalispell	3b Roads	0	Poor road conditions due to volume of tourist that do not contribute to local roads
Kalispell	3b Roads	9	Road construction (going-to-the-Sun), disruption of business (Communication cooperation with tours)
Kalispell	3b Roads	8	congestion in areas of concentrated use vs. underutilized areas
Kalispell	3b Roads	0	Vehicle accidents - driving habits
Missoula	3b Roads	2	Road and transportation planning should include visitor/tourist traffic as well as resident
Butte	3c Rail	6	How to overcome distances between communities/reactivate dormant RR's
Butte	3d Transit	0	Lack of sufficient public transportation from access hubs
Kalispell	d/a	16	Lack of consistent affordable public transportation & air fare

Marketing

Bozeman	4a More Tsm	5	Improve widespread visitation
Kalispell	4a More Tsm	8	Strong competition from other states for same tourists
Billings	4b Promotion	5	Media sensationalism; fires
Billings	4b Promotion	4	Media relationships - understanding fires, tourism issues, buffalo hunting
Bozeman	4b Promotion	1	Take advantage of alternative media & advertising
Bozeman	4b Promotion	0	Educating consumers about activities & destinations in the state
Butte	4b Promotion	3	Knowledge of area information/activities, etc.
Butte	4b Promotion		Negative National Publicity
Butte	4b Promotion	3	Competition against time, money, places, computers, activities

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Kalispell	4b Promotion	11	Inadequate promotion of state's primary attractions (i.e. GNP, ski resorts, etc.)	
Kalispell	4b Promotion	2	Promote "no Sales Tax"	
Kalispell	4b Promotion	5	Going to the Sun Road closure doesn't equal Glacier National Park is closed	
Kalispell	4b Promotion	0	Accurate communication when negative things happen - fire, flooding (we are lacking now)	
Kalispell	4b Promotion	1	Fire season/media awareness (not closed)	
Kalispell	4b Promotion	9	lack of general awareness advertising	
Missoula	4b Promotion	0	News Media coverage of fires - can do other things	
Missoula	4b Promotion	2	Media dwells on the negatives; we need to work and share the positives	
Missoula	4b Promotion	4	Market Cultural/historic/Urban Attractions	
Missoula	4b Promotion	0	Opportunity in promoting outdoor/indoor athletic events that are done	
Missoula	4b Promotion	18	Marketing, history, natural history, outdoor festivals, health	
Bozeman	4c Packaging	3	Packaging of Montana (tourism)	
Butte	4c Packaging	7	Creating niche travel opportunities with businesses	
Butte	4c Packaging	10	Expand or refine marketing to niche markets	
Great Falls	4c Packaging	6	Volun-tourism - to be a leader in marketing (niche areas)	
Great Falls	4c Packaging	11	No system of statewide packaging - Promote packages to include family activities	
Great Falls	4c Packaging	1	Reconnect people (visitors) with the natural world	
Great Falls	4c Packaging	2	Finding Niche in meeting /convention - tie in conferences with events	
Missoula	4c Packaging	5	Create tours of national parks (packaging of events) from major cities on MT	
Missoula	4c Packaging	9	More community level partnerships (packaging promotion)	
Billings	4d 4-Season	8	Winter; only Recreation is downhill skiing.. needs to expand	
Bozeman	4d 4-Season	0	Highlight cultural amenities year-round	
Bozeman	4d 4-Season	1	Low visitation on shoulder seasons	
Bozeman	4d 4-Season	2	Turning on the shoulder seasons	
Butte	4d 4-Season	3	Plan "B" for low snow years/alternative activities	
Butte	4d 4-Season	3	Extend shoulder seasons	
Butte	4d 4-Season	8	Produce and/or enhance year-round activities	
Butte	4d 4-Season	0	Low occupancy in shoulder season	
Butte	4d 4-Season	0	Increasing tourism in shoulder seasons	
Great Falls	4d 4-Season	0	Lack of developed winter product	
Great Falls	4d 4-Season	0	Increase off season opportunities - to target/make list	
Great Falls	4d 4-Season	2	Need to extend tourism season for a full 12 months	
Kalispell	4d 4-Season	2	Weather: capitalization on shoulder seasons, targeting "boomer" & "empty nester" consumers	
Kalispell	4d 4-Season	15	Hotel/air/restaurant activity low Nov - April & weak winter season	
Kalispell	4d 4-Season	14	Lack of consistent business through year	
Missoula	4d 4-Season	0	Diversify economics to prevent seasonal dollars	
Missoula	4d 4-Season	8	Occupancy rates in shoulder and winter seasons	
Missoula	4d 4-Season	8	Low shoulder season occupancy - Increase national state conventions	
Missoula	4d 4-Season	15	Address low occupancy in shoulder season which creates difficulty in keep staff	
Missoula	4d 4-Season	11	Business conferences year round	
Wolf Point	4d 4-Season	20	Facilities/attractions are not open in the shoulder seasons	
Billings	4e Targets	3	Trends of youth away from outdoors	

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Billings	4e Targets	2	Increase non-hunter visitation for Eastern Montana	
Bozeman	4e Targets	3	Capitalize on our visitors to draw a more "true" & "qualified" visitor	
Bozeman	4e Targets	2	Key marketing (targets)	
Bozeman	4e Targets	4	Opportunities to market to the "Tech" generation	
Bozeman	4e Targets	9	Market to an "eco-tourist" client; promote Montana as an "eco-tourist" destination	
Butte	4e Targets	5	Decline of interest in the outdoors by young and urban dwellers	
Great Falls	4e Targets	0	Limited marketing for Meetings & conventions	
Great Falls	4e Targets	0	Concentrate on groups (conventions) rather than individuals	
Great Falls	4e Targets	6	Sharper focus on quality of visitor (more may not be better)	
Great Falls	4e Targets	6	Target markets out-of-state/Canada/International	
Kalispell	4e Targets	1	Nature Deficit Disorder - How are we marketing though the "tech age" to appreciate what we have to offer visitors	
Kalispell	4e Targets	3	1/2 million registered pilots who aren't coming here to spend \$ - Aviation needs to be considered as a viable tourist target	
Kalispell	4e Targets	9	Keeping costs affordable to middle class destination travelers	
Kalispell	4e Targets	5	Strong emphasis to Canadian market	
Kalispell	4e Targets	11	Glacier National Park lacks national/international audience	
Missoula	4e Targets	10	Level of state marketing in large markets. Needs to increase	
Missoula	4e Targets	4	Increase our geographic marketing area	
Missoula	4e Targets	0	Promote the "short-stay" - the (weekend get-away) in growing urban areas in Montana	
Missoula	4e Targets	4	Target general aviation	
Missoula	4e Targets	15	Drive through business - take advantage of them	
Wolf Point	4e Targets	6	Target groups & tours to stop in rural areas	
Wolf Point	4e Targets	8	Revenues/funding/promotions are not shared equally statewide	
Billings	4f Branding	7	Change our view of ourselves re: what we have to offer	
Billings	4f Branding	5	Define how we are unique	
Bozeman	4f Branding	6	Communication & Branding; how to communicate to the market?	
Bozeman	4f Branding	0	Communities to Brand themselves	
Butte	4f Branding	0	Correct perception of "nothing to do"/ make a destination	
Butte	4f Branding	16	How to compete with other states/Why come to Montana?	
Butte	4f Branding	5	How to stand out without information overload	
Butte	4f Branding	1	National perception of Montana (pro & con)	
Great Falls	4f Branding	2	Perceptions about climate - changes impact on destination	
Great Falls	4f Branding	9	Improved branding efforts to promote Montana	
Great Falls	4f Branding	0	Need to improve female's perception of Montana	
Great Falls	4f Branding	14	Montana Perceived Hard to get to	
Kalispell	4f Branding	0	Image of GNP - Glaciers melting	
Kalispell	4f Branding	14	Target markets do not have awareness of MT - Branding needed	
Missoula	4f Branding	12	Misconceptions of Montana	
Missoula	4f Branding	5	Change the national perception that MT doesn't have good meeting facilities	
Missoula	4f Branding	1	Overcome perception by visitors/residents that there is little history in MT	
Missoula	4f Branding	5	Remind everyone of the beauty of the area	
Billings	4g All of MT	14	Whole state marketing	

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Billings	4g All of MT	4	More inter-regional marketing
Billings	4g All of MT		Marketing Destinations Off the Beaten Path
Bozeman	4g All of MT	5	Equal advertising of large & small communities
Great Falls	4g All of MT	4	Healthy balance of visitation #'s in "hot markets" and/or statewide
Great Falls	4g All of MT	0	Better promote our diversity (geographic/cultural/and our population)
Great Falls	4g All of MT	7	Promote rural communities - Bed Tax for recreational
Kalispell	4g All of MT	0	Education on what's available in the open space - where to go, what to do, on other side
Missoula	4g All of MT	8	Help diversify the small communities' economies
Missoula	4g All of MT	11	Education about rural communities & what they have to offer
Billings	4h Tech	0	Is "high tech" the right/best direction for Montana's marketing approach/focus
Great Falls	4h Tech	3	Beefing up on-line/web presence
Missoula	4h Tech	0	More Montana businesses should have a presence on the Internet
Bozeman	4k Mktg Plan	2	Lack of marketing
Bozeman	4k Mktg Plan	5	Unified marketing approach
Bozeman	4k Mktg Plan	0	Use marketing plan holistically
Butte	4k Mktg Plan	0	Team Montana marketing
Butte	4k Mktg Plan	11	Define Montana/ Do regions and regional boundaries work?
Kalispell	4k Mktg Plan	0	TM/State developing mktg plan 1st so we can all follow behind
Kalispell	4k Mktg Plan	10	Lack of marketing to CVBs from state

Communication/Management

Billings	5a Tsm Plan	7	Thinking & preparing for future of tourism
Billings	5a Tsm Plan	0	Improve marketing strategies statewide
Bozeman	5a Tsm Plan	5	Urban & rural parts of the state; "one fix doesn't fit all"
Butte	5a Tsm Plan	6	Positive attitude toward vision for Montana
Great Falls	5a Tsm Plan	4	Lack of participation/representation of industry workers
Missoula	5a Tsm Plan	4	Implement Action Items from previous Plan
Missoula	5a Tsm Plan	9	User Friendly - Strategic Plan
Missoula	5a Tsm Plan	11	5-year plan too long, need flexibility to respond quickly to change - shorter plan timeline
Missoula	5a Tsm Plan		Marketing, budgets, strategic plan needs to incorporate, training by state tourism, region, CVB so they know what is being done to market
Missoula	5a Tsm Plan	1	Better incorporate Native American population and areas in MT Tourism
Billings	5b Outreach	0	More buy-in/support from tourism benefited businesses (i.e. restaurants)
Billings	5b Outreach	4	Educate elected officials & civic leaders on tourism
Billings	5b Outreach	4	Getting Montanans to support/endorse tourism
Bozeman	5b Outreach	0	Educate local businesses
Bozeman	5b Outreach	0	Educate Montanans about opportunities in Montana
Bozeman	5b Outreach	0	Not in my back yard mentality
Butte	5b Outreach	6	Getting all tourism partners on the same page/work together
Butte	5b Outreach	3	Team efforts towards communication with everyone affected by tourism & recreation
Butte	5b Outreach	0	Education outreach to Montanans

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Butte	5b Outreach	7	Recognition of importance of tourism from key decision makers	
Great Falls	5b Outreach	11	Self image (what to do/education)	
Great Falls	5b Outreach	0	Overcoming the Wealthy California syndrome - overcoming animosity	
Great Falls	5b Outreach	12	Lack of knowledge about our amenities	
Great Falls	5b Outreach	9	Need to create a more active/coordinated tourism education and outreach program	
Great Falls	5b Outreach	7	Recognition that tourism is top industry in State with commensurate funding	
Great Falls	5b Outreach	3	Local Buy-In	
Great Falls	5b Outreach	15	Need to educate public/local officials on tourism benefits	
Kalispell	5b Outreach	5	Montanans are willing to tax or help invest in Montana's economy of tourism & recreation	
Kalispell	5b Outreach	0	Message govt. representatives are saying about MT - mismatch with tourism message	
Kalispell	5b Outreach	5	Establishing value of local businesses/services vs. chains, Costco, etc. that are generic	
Kalispell	5b Outreach	7	Lack of education about MT	
Missoula	5b Outreach	6	Perception of business residents about tourism	
Missoula	5b Outreach	1	Getting local/downtown restaurants/business to participate in tourism promotions - More user friendly to tourists	
Missoula	5b Outreach	8	Increase Awareness of MT residents & newcomers of attractions around state market to Montana	
Missoula	5b Outreach	11	Educate Montanans about stewardship and tourism opportunity first to better educate visitors	
Missoula	5b Outreach	3	Identify what Montanans don't like about visitors and either solve the problem or change the perception	
Billings	5c Partners	5	Coordination between gov't and private sector	
Billings	5c Partners	10	Chamber of Commerce participation/partnerships to develop museums/art centers/ to educate to see value of PR	
Bozeman	5c Partners	8	Product adaptability; "what happens if"? Changes will happen	
Butte	5c Partners	8	Working together better/forming partnerships	
Great Falls	5c Partners	14	Tourism & Recreation Partners need to work together	
Great Falls	5c Partners	1	Linkages between communities on events	
Kalispell	5c Partners	9	Lack of communication, cooperation and joint efforts	
Kalispell	5c Partners	20	Lack of coordination between state, regions, CVBs - creating redundancy, duplication of efforts that wastes limited marketing \$	
Kalispell	5c Partners	4	All tourism entities need to cooperate, collaborate & share information - ease to plug into info, phone #'s in other communities	
Kalispell	5c Partners	0	Work together to promote park system (GNP-Yellowstone)	
Kalispell	5c Partners	2	BIZ working against each other	
Kalispell	5c Partners	0	Communication between tribal & state government	
Kalispell	5c Partners	12	Collaboration/communication between state/local/Fed (i.e. Flathead Basin Commission)	
Missoula	5c Partners	23	Resource fragmentation - natural/cultural/neighborhoods/watersheds - with tourism groups at county level	
Missoula	5c Partners	15	Better cooperation amongst tax (bed tax) recipients for promotional purposes focus	
Missoula	5c Partners	2	Conflicting views between residents & non-residents	
Missoula	5c Partners	23	Coop between all aspects of tourism i.e. hotels, restaurants, various groups, restaurants, retail	
Missoula	5c Partners		Lack of insight of owners/operators	
Missoula	5c Partners		Lack of awareness of how many \$ the tourism industry	
Missoula	5c Partners		Customers aren't a priority	
Missoula	5c Partners		Lack of willingness to network	
Missoula	5c Partners		Lack of alternative business if full	
Wolf Point	5c Partners	10	Lack of state and federal investment; time & manpower	

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Wolf Point	5c Partners	0	Greater private sector participation (& public)
Wolf Point	5c Partners	8	Lack of communication in major media; get Dakota news; Tribal news is lacking
Wolf Point	5c Partners	10	Need better communication & cooperation between Tribes, government agencies and tourism entities
Billings	5d Tracking	0	More stakeholder accountability
Billings	5d Tracking	4	Better access to clearinghouse of tourism/activity information
Bozeman	5d Tracking	1	More cooperation & sharing of tourist information & leads
Great Falls	5d Tracking	0	Investigating similar states without promotions \$ - doing too much/diversify
Great Falls	5d Tracking	3	Continue and use research on tourism data & trends. Keep funding for this
Kalispell	5d Tracking	1	Need conversion study
Kalispell	5d Tracking	3	Travel intelligence - Infrastructure need
Missoula	5d Tracking	2	Implement tracking systems for usage-visitor
Missoula	5d Tracking	12	Market research focused on potential visitors who may want to come to Montana if they knew about us
Missoula	5d Tracking		Need to know more about research
Billings	5e Policy	3	Loss of youth from the state
Billings	5e Policy	4	Factors out of our control; terrorism/gas prices/airline
Butte	5e Policy	14	WAR- reduces the number of tourists and the national funding
Butte	5e Policy	3	Superfund
Butte	5e Policy	0	Global warming
Kalispell	5e Policy	2	Aging populace
Kalispell	5e Policy	5	High fuel prices - taking bigger part of travel budget
Missoula	5e Policy	0	Use of "sledge hammer on a tack" - Legislators take control over natural resource policy
Missoula	5e Policy	2	Global warming impacts - policies & education to increase awareness
Missoula	5e Policy	3	Low Priority of recreation on public lands makes it hard for public agencies to be good partners in tourism in recreation - losing capacity to provide user services
Missoula	5e Policy	0	Global warming environment
Bozeman	5f TM-Region	4	Tourism (Regions) overlap/coordination
Great Falls	5f TM-Region	4	Need to pay attention, and engage in the management of national forests w/ concern to endangered species & fire management
Great Falls	5f TM-Region	14	Collaborate between regions to market in-state
Great Falls	5g Econ Devt	14	Poverty on Indian Reservations
Great Falls	5g Econ Devt	8	Economic development's lack of acceptance of tourism promotion as economic development
Kalispell	5g Econ Devt	0	Invite High Tech Biz with higher wages
Missoula	5g Econ Devt	6	State government does not recognize MT small business and it should focus now on creating & luring big businesses
Missoula	5g Econ Devt	0	Expand diversity of types of businesses - good start-up education funding
Missoula	5g Econ Devt	7	Businesses that provide experiences unique to MT are supported by economic development programs in the state.
Missoula	5g Econ Devt		Lack of marketing expertise
Product			
Bozeman	6a Infrastruc	5	Overall infrastructure; make improvements to support increased tourism and residents
Bozeman	6a Infrastruc	13	Infrastructure -services

Meeting	Topic	Score	Comment	DRAFT 1-5-07
Butte	6a Infrastruc	0	Make visitors feel safe in outdoors	
Great Falls	6a Infrastruc	1	Need for high quality communication network	
Great Falls	6a Infrastruc	0	Promote "come to no cell phone zone" - Come to Montana	
Kalispell	6a Infrastruc	14	Support backcountry airstrips	
Kalispell	6a Infrastruc	8	Rural telecommunication	
Kalispell	6a Infrastruc	2	Amenities to take care of the # of people, trash, parking, pedestrian safety	
Kalispell	6a Infrastruc	5	To attract high value visitor, most areas in State do not have type of infrastructure needed	
Kalispell	6a Infrastruc	1	Infrastructure	
Missoula	6a Infrastruc	18	Sustainable government services for attractions - tourism services (Funding Nat. Parks, State Parks, USFS Rec)	
Missoula	6a Infrastruc	0	Improved cell service in MT	
Missoula	6a Infrastruc	3	Modernization - wi-fi, spas	
Wolf Point	6a Infrastruc	16	Transportation & infrastructure needs improvement & funding	
Bozeman	6b Amenities	0	Montana should be more RV friendly	
Bozeman	6b Amenities	6	Match demand with supply	
Great Falls	6b Amenities	2	More higher-end amenities statewide (restaurants/spas/wine bars)	
Kalispell	6b Amenities	6	Incentive for tourism - phased small business i.e. ranchers may offer B&B experience	
Missoula	6b Amenities	3	Cabins or yurts in State Park system (currently 2 L&C/Big Arm)	
Wolf Point	6b Amenities	13	More hotels for conventions and visitors (good ones)	
Great Falls	6c Meetings	0	Limited convention space	
Billings	6d Attractns	6	Behind in responding to emerging recreation opportunities (i.e. burro rides)	
Great Falls	6d Attractns	6	Lack of Large outdoor entertainment venue	
Kalispell	6d Attractns	3	Diversify small community economies - focused on 1 attraction is limiting when causes "disable" that attraction	
Missoula	6d Attractns	5	Customize tour routes for independent visitor	
Missoula	6d Attractns	5	Develop & market recreation specific sites (cross-country/ATV)	
Missoula	6d Attractns	4	Scenic loops of communities preservation of small communities	
Missoula	6d Attractns	0	MT small business, attractions, museums open regular, accessible hours for visitors	
Missoula	6d Attractns	5	Improving access to Missoula area ski areas	
Wolf Point	6d Attractns	15	Poor winter sports - off season & high season	
Great Falls	6f Gaming	0	Perception of State gambling image	
Great Falls	6f Gaming	20	Casinos & signage have changed the flavor of our communities	
Billings	6g Signs	7	Lack of signage-directional & in-town	
Billings	6g Signs	1	Lack of cultural attraction directional road signage	
Butte	6g Signs	1	More attractive signage	
Butte	6g Signs	2	Signage	
Great Falls	6g Signs	1	Better signage	
Kalispell	6g Signs	22	Lack of visible wayfinding signage for VICs	
Missoula	6g Signs	3	Improved Directional signage	
Billings	6h Rest Area	9	Year-round rest stops	
Bozeman	6h Rest Area	0	Make MDT rest areas into visitor contact stations	
Butte	6h Rest Area	2	Year-round rest areas (closure in winter/need more)	
Missoula	6h Rest Area	8	MT Interstate Rest Areas, open, clean, staffed with knowledgeable people	
Butte	6j Cmty Devt	5	Community entrance appearance	

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Butte	6j Cmty Devt	2	Make small town downtown areas attractive/preservation & lack of resources	
Great Falls	6j Cmty Devt	3	Littering & Pollution	
Kalispell	6j Cmty Devt	7	Shrinking of Downtown Biz - Generica	
Missoula	6k Agri-Tsm	11	MT should promote "green" or environmentally thinking more	

Workforce

Billings	7a Available	7	Quality pool of seasoned applicants for tourims jobs
Bozeman	7a Available	1	Retention of skilled labor force
Butte	7a Available	0	Need adequate work force
Great Falls	7a Available	7	How to develop tourism workforce so Montana can operate as a year-round destination
Great Falls	7a Available	0	Employees to fill jobs
Kalispell	7a Available	0	Ways of retaining our younger population so we have a quality workforce
Kalispell	7a Available	0	Shrinking pool of seasonal + year round qualified work force
Kalispell	7a Available	16	Inadequate work force
Kalispell	7a Available	23	Workforce
Kalispell	7a Available	0	Convincing younger generations to move here + work in tourism industry
Kalispell	7a Available	4	Younger people leaving MT after college
Kalispell	7a Available	6	Attract service workers year-round at living wage & low min. wage
Kalispell	7a Available	8	Labor Workforce shortage - Alien workforce/international
Missoula	7a Available		Business owners don't understand the cost of turnover
Wolf Point	7a Available	20	Losing population and services/quality employment options are less; mostly younger workers now
Great Falls	7a Available	18	Employment (Recruit, train, Retrain)
Bozeman	a/c	9	Labor force issues; shortage of workers & "low" wages; cost of housing/affordability
Billings	7b Training	4	Frontline customer service with ability to recommend other sites
Billings	7b Training	15	Workforce development
Bozeman	7b Training	0	Education of Service Professionals; create incentives to attend training
Butte	7b Training	6	Work force development
Butte	7b Training	11	Improve customer service/training
Butte	7b Training	6	Lack of workforce & training for tourism entities
Great Falls	7b Training	15	Businesses Educate Employees about tourism opportunities-local/statewide - Better Communication
Great Falls	7b Training	2	Need for more skills for workforce (appropriate dress, customer service, computer skills)
Kalispell	7b Training	14	Under funded promotion of customer service training
Kalispell	7b Training	28	Customer service
Kalispell	7b Training	2	Entrepreneurship for local/small businesses to succeed (team in schools)
Missoula	7b Training		Education of front line staff
Missoula	7b Training	0	Superhost program is inefficient & ineffective
Missoula	7b Training	21	Training & internal education - turnover too high with employees - Not enough businesses no Superhost
Missoula	7b Training		Familiarization trips for front line employees
Missoula	7b Training		lack of familiarization with call center employees
Missoula	7b Training		Lack of referrals
Missoula	7b Training	3	Investing in our youth (4th & 5th grade) FAM tours for young people - Liability issues? Grants?

Meeting	Topic	Score	Comment	DRAFT 1-5-07
Bozeman	7c Wage/Hsg	0	Housing/pay/education	
Bozeman	7c Wage/Hsg	1	Communities don't have affordable housing	
Butte	7c Wage/Hsg	14	Low wages make it difficult to retain quality employees	
Great Falls	7c Wage/Hsg	9	Low wages	
Great Falls	7c Wage/Hsg	9	Improve quality of life for employees/labor pool (those who work with visitors) Higher wages/better lodging	
Kalispell	7c Wage/Hsg	8	Providing a livable wage	
Kalispell	7c Wage/Hsg	2	More costs to residents live in these tourism/rec related areas - Ability to get workforce to the well paying jobs (current high expense to travel to the jobs)	
Kalispell	7c Wage/Hsg	7	Employee wage base & affordable housing - tip credit for taxes	
Missoula	7c Wage/Hsg	4	Tourism Industry should support & provide living wages	
Butte	7d Jobs	0	Future business/jobs in natural resource industry	